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■ IN *Publicity — What It Is and How to Get It,* published by the Airtemp Division of Chrysler Corp., Dayton, some valuable information about newspaper editors is discussed. Says this publication: "Newspapers and magazines contain page after page of space open to publicity.

"Mr. Editor determines what goes into those pages. However, he always receives more material than his space will accommodate. His job, then, is to decide what is news, what is not, what is good, what is bad. A successful publicity program requires good material and good editor relations.

"You will find your material used more often, your name mentioned more frequently, if you will get to know your local editors. Become acquainted with their publicity yardsticks, understand their problems, seek their suggestions, cooperate with them.

"A few pointers on editor relationships might be helpful.

"1. Pay a personal visit to local business editors. (Preferably when you don't have an axe to grind.)

"2. Keep them supplied with news pertaining to your company's activities.

"3. Be fair — Give your piece of news to everyone — not to just one paper or reporter.

"4. The Reporter — Cooperate with him — when he is sent to cover an event give him all the information that is available.

"5. Become acquainted with the deadlines of the various publications. (Know how far in advance stories or news items have to be turned in.)

"6. The Golden Rule for the material you submit to editors is "Accuracy", check and recheck, to make certain that facts, initials, names, times, dates are accurate.

"7. Seek and follow the suggestions of editors. They will help you because they want good material that they can use.

"8. Be honest with editors and reporters — give them the whole story. If there is something not for immediate publication they will respect your confidence. Be tactful and diplomatic. Once you have established a reputation for fairness and honesty with the working press you have your strongest publicity ally.

"9. Don't thank editors for using your material. They'll resent it. They print items because they are news, not as personal favors.

"10. Deliver your material occasionally, don't always mail it. But, keep visits brief — there are always deadlines to be met.

"11. Except where seasonal features are concerned don't always insist on tying publicity tails on to your advertising. Such a practice is not conducive to good press relations. Let your news stories stand on their own merits.

"12. Put your news item into a press release — don't try to phone the editor and expect him to do the job for you.

"13. Don't expect the editor to print everything you say, exactly as you say it.

"14. News material usually has to be sifted and condensed. The result may not be just what you expected. Trust the judgement, training, and experience of the newspaper's personnel. Don't attempt to be dictatorial with the press. Rather be fair, honest, and understanding, patient. 'Do unto others as you you would have them do unto you.'

"And remember editors want NEWS. Submit your news items in advance while they are hot. Information a day or a week old is too cool for the editor to use."

Reprinted from "Hospital Public Relations News," published by C. J. Foley, Wayne, Illinois. ■

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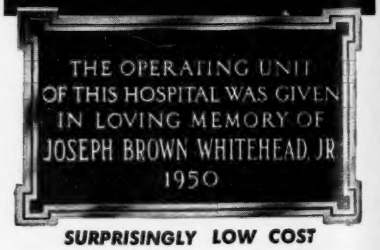

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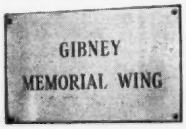

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Directional Signs
Dedicatory Plaques
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Building Facade Letters
Plaques to Stimulate Fund Raising

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